

Approved X

Public Awareness Subcommittee
Meeting Minutes
Monday, December 3, 2012

Convened at 10:05 AM

Members Present: Josiane Martinez, Brian Heffron, Linda Brown, Franklin Soultis, Sarah Durfey

Staff Present: Emalie Gainey, Samuel Tsoi

Debrief from November Task Force Presentation

- Well-received overall
 - Partnerships are key
 - Labor & sex trafficking targets are important
- Ideas sprung from feedback by the group and AG: centralized website
 - Two-tier: first – inventory of services and information, second – develop multimedia components of compelling story-telling and drive people to the site via future public awareness campaign
 - Next step: using the state domain/portal (mass.gov)? It might be cumbersome, but no additional cost

Work plan components

- Delegate secondary research
- Exploratory research: conduct focus group of survivors to inform public awareness strategy
- Identify partners

Chart of tasks:

Actions	Lead	Due date	
Secondary Research programs/campaigns	Linda/Lurena	January 15	
Similar social problems (DV, sexual assault)	Linda/Lurena	January 15	
National campaigns (i.e. Polaris, Not for Sale)	Sarah	January 15	
Federal government campaigns (i.e. Blue Campaign)	Brian	January 15	
DC Task Force / MLB Nationals	Sarah	January 15	
Illinois – End Demand	Linda/Lurena	January 15	
Atlanta – Dear John	Linda/Lurena	January 15	
NYC End Trafficking	Frank	January 15	
Spanish/Chinese language ads	Frank	January 15	
SOAP Campaign / Sisters of St. J / Super Bowl	Sarah	January 15	

OH Police Rest Stops / Truckers Against Trafficking CA Task Force and SF Restaurants campaigns San Jose	Josiane/ Brian Josiane/ Linda Josiane/ Linda Josiane	January 15 February 15 March 1	
Exploratory research Design questionnaire Identify possible participants- sampling frame Conduct focus groups and in depth interviews Report on findings	Heather Javier/Frank Sam Sarah/Sam/Linda	March 1 March 1 March 1 March 1	
Identify partnership opportunities DOT ad space and state public notices Mainstream and ethnic media Brands (Sam Adams coasters?) Non-profits/victim services	Brian/Lucas Brian/Lucas Brian/Lucas Brian/Josiane Brian/Josiane	March 1 March 1 March 1 March 1 March 1	
Identify pro-bono / funding services Ad agencies Website developers Video/documentary producers Corporate social responsibility programs Partnership for Freedom			

Upcoming Meetings

Meeting date tentatively set for Wednesday, January 16th from 10am -12pm

Motion to adjourn, Josiane Martinez – Frank Soultis Seconded.

Meeting Adjourned at 11:45AM